(19) World Intellectual Property Organization

International Bureau





(43) International Publication Date 16 June 2005 (16.06.2005)

PCT

(10) International Publication Number WO 2005/054935 A2

(51) International Patent Classification⁷: **G02F 1/1333**, 1/1335, G09F 9/305, G02B 6/06

(21) International Application Number:

PCT/GB2004/004496

(22) International Filing Date: 22 October 2004 (22.10.2004)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

0328163.1

4 December 2003 (04.12.2003) GB

(71) Applicant (for all designated States except US): SCREEN TECHNOLOGY LIMITED [GB/GB]; Unit D1, Button End, Harston, Cambridge CB2 5NX (GB).

(72) Inventors; and

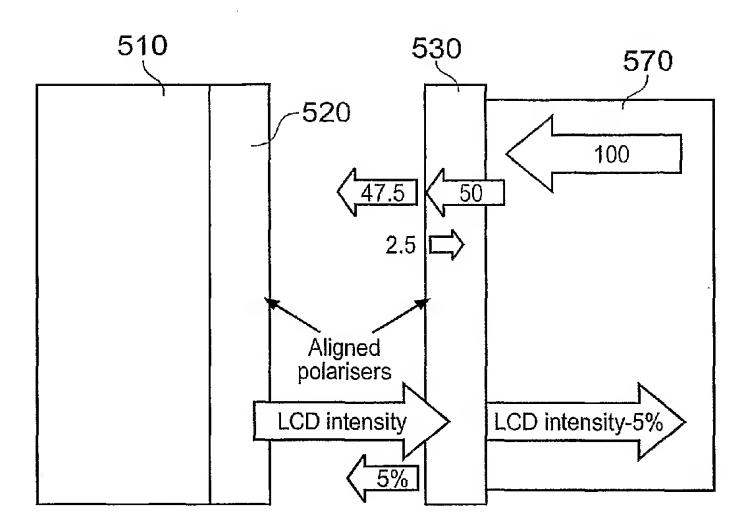
(75) Inventors/Applicants (for US only): GALLEN, Niall, Anthony [IE/GB]; 15 Blinco Grove, Cambridge CB1 7TP (GB). LOWE, Anthony, Cyril [GB/GB]; Orchard Rise, The Square, Braishfield, Hampshire SO51 0PQ (GB). BAYLEY, Paul, Andrew [GB/GB]; 65 Broomy Hill, Hereford HR4 0LJ (GB). SMARTT, Nicholas, Patrick

[GB/GB]; 104 Argyle Street, Cambridge CB1 3LS (GB). **GARBUTT, Benjamin, David** [GB/GB]; Tudor Cottage, Minsterworth, Gloucestershire GL2 8JP (GB).

- (74) Agent: D YOUNG & CO; 120 Holborn, London EC1N 2DY (GB).
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,

[Continued on next page]

(54) Title: DISPLAY



(57) **Abstract:** A display comprises a display device having an image output surface at which an image is displayed as a spaced array of pixel elements, a light transmitting element having a viewing surface, the light transmitting element arranged to receive light from the display device and display the received light on the viewing surface, the light transmitting element having a polarising layer arranged in an optical path between the display device and the viewing surface, wherein the polarising layer is arranged to attenuate unpolarised ambient light received from outside the display while substantially transmitting polarised light received from the display device.



A2

WO 2005/054935 A2



SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

 without international search report and to be republished upon receipt of that report